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American Writing Paper Co.

Colored Writing Papers and their Scientific Use for Business Forms

Colored Writing Papers and their Scientific Use for Business Houses

REGISTERED

TRADE-MARK

WATER-MARK

The Papers used for the Bond Paper Exhibits in this book, aside from their appropriateness of Colors, were selected because of their adaptability and efficiency for the purposes designated.

COLORED·WRITING·PAPERS
AND·THEIR
SCIENTIFIC·USE
FOR
BUSINESS FORMS

15491

Published by
AMERICAN·WRITING·PAPER·COMPANY
Manufacturers of the
"EAGLE A" Trade-Mark Water-Marked Papers
Holyoke, Massachusetts

This paper is COUPON BOND, REGISTERED TRADE-MARK WATER-MARK White, Glazed, 17x22—24 lb.

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AMERICAN WRITING PAPER COMPANY
HOLYOKE, MASS.

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WRITING PAPERS

That Represent the Actual Equivalent in Paper Value at Their Price

The Colored Writing Papers shown in this book are products of the American Writing Paper Company. They, however, represent but Nine of the Thirty-Four brands of Bond Paper which we manufacture.

All Writing Papers made by us bear our Trade-Mark—the "Eagle A" Water-Mark. This Water-Mark was adopted, and now appears in over one hundred odd Writing and Book Papers, because we believed that good papers should bear a Manufacturer's Guarantee Stamp—a mark of identification—as do other sound and worthy products.

The "Eagle A" is "The Water-Mark of Quality" by virtue of the economies in production and distribution, which only a daily capacity of Three Hundred and Twenty Tons of Paper makes possible.

"Look for the 'Eagle A' Water-Mark!
It's a Good Habit."

This we use justly and righteously, because with our experience, resources and facilities, any paper bearing the Water-Mark of "the Eagle and the A" represents the actual equivalent in paper value at its price.

A Service That Serves

Everything is manufactured for a definite purpose, and if rightly and carefully selected will greatly increase the productiveness or efficiency of the proposition for which it is intended. In this respect Bond Papers are no exception to the rule.

As a result of tests and analyses, made by ourselves and others, covering many lines of business, we have gathered together an immense amount of data regarding the efficient use of certain Writing Papers for various business purposes.

With this data in hand we are in a position to tell, with a fair degree of accuracy, what Quality, Color, Weight, and Finish of Bond Paper will be most efficient for a designated purpose. Business houses in all parts of the country have availed themselves of this service which we offer through our "Institute of Paper Values." Use this service! Put your problems up to us! Paper and its Efficient Use is our business.

AMERICAN WRITING PAPER COMPANY

Manufacturers of the
"EAGLE A" Trade-Mark Water-Marked Papers
HOLYOKE, MASSACHUSETTS

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PLANNED AND DESIGNED
BY
DEPARTMENT OF ADVERTISING
AMERICAN WRITING PAPER COMPANY

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INTRODUCTION

PROBABLY no two factors in office work possess such effort-saving possibilities as the Efficient Use of Colored Paper and the proper application of the Unit System, and it is probable that no two factors have been so generally neglected. The use of either Colored Paper or the Unit System separately would produce advantageous results, but to secure the greatest efficiency, there should be a combination of the two.

Many business offices use Colored Sheets of Paper more or less efficiently, but rarely is an office found where the subject has been scientifically studied and the proper application made with a direct view to having the sheets of Colored Paper form a language of their own,

In libraries, a language of Colors has been used efficiently for years, and as a result, the Color System in such libraries is considered practically indispensable. Colors have been standardized to indicate, among other things, Countries, Days, Weeks, Months and Years.

Outside of the libraries very little is generally known about the scientific use of colors.

The idea behind this suggestion for a booklet is to acquaint progressive business men with the fact that they have it within their province to adopt a System of Colors which will increase the efficiency of each and every employee.

As an illustration of how universal the use of a color may become, take the Telegram Blank so commonly used. Its color and form automatically indicate to the average employee the use to which the blank is to be applied. The Yellow Telegram Blank, which is now recognized everywhere may have been an accidental choice originally, but wherever attempts have been made to change the color of the blank it has been demonstrated that the public has grown so accustomed to the Yellow Form that it is used almost automatically. Tests were made by one company, White Blanks were prepared and samples of both forms placed upon the stands in Hotels and upon Trains;

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although the public had the choice between the two blanks, practically everyone selected and used the Yellow Form.

The Railroads adopted the Yellow Blank to a large extent for Shipping Receipts, and this led, almost unconsciously, to the adoption by hundreds of business houses of the Yellow Shipping Memorandum Order, until, for shipping purposes, the Yellow Blank has become recognized as the shipping memorandum. Some Railroads and Express Companies have adopted various colors for the purpose of individualizing their particular forms, yet the large majority of business men recognize in the Yellow Sheet the generally used shipping memorandum.

White Paper is usually considered to be the most efficient paper for correspondence and invoices, consequently White Paper can safely be considered a standard.

It is one thing to carefully consider sheets of paper that are placed in the mail, but quite another to study the use and application of each and every form of record that remains in the office for the purpose of reference and filing.

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MNEMONIC VALUES OF COLORS

It is interesting at this time to consider the mnemonic values of colors as applied to libraries. The library language Color Scheme, used for more than Twenty Years, is as follows:

American,	Light Brown
English,	Dark Brown
French,	Red
German,	Black
Other Teutonic,	Dark Blue
Greek,	Dark Green
Hamatic,	Light Drab
Italian,	Maroon
Latin,	Light Green
Minor Aryan,	Light Blue
Semitic,	Yellow
Spanish,	Olive

It is often desirable to select colors beginning with the same letter as the subject, as they are more easily remembered, but they should not be chosen in this manner if a distinctly better color is available or when through established usage the color has become known as indicating something different. Libraries use Blue for Bibliography, Canary for Criticism, Green for Biography.

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DAYS

Sunday=Sage Green
Monday=Mandarin
Tuesday=Terra-cotta
Wednesday=White
Thursday=Turquoise
Friday=Fawn
Saturday=Straw

MONTHS

January=White
February=Fawn
March=Mandarin
April=Apple Green
May=Manila
June=Buff
July=Blue
August=Azure
September=Salmon
October=Olive
November=Nile Green
December=Dove

All of the papers shown above are our Standard Covers.

Excepting Sage Green, White and Azure, which are our Bordeaux and Paradox Covers.

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COLORS REPRESENTING DAYS

For representing Days the following combination of Colors has become standardized:

Sunday,	Sage Green
Monday,	Mandarin
Tuesday,	Terra-cotta
Wednesday,	White
Thursday,	Turquoise or Manila
Friday,	Fawn
Saturday,	Straw

COLORS REPRESENTING MONTHS

The Colors selected for the Months have the initial of the day or month, except January, which is white (suggested by snow), June, Buff, and July, Blue.

January,	White
February,	Fawn
March,	Mandarin
April,	Apple Green
May,	Manila
June,	Buff
July,	Blue
August,	Azure
September,	Salmon
October,	Olive
November,	Nile Green
December,	Dove

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A=Azure
B=Blue
C=Cherry
D=Dove
E=Emerald
F=Fawn
G=Gold
H=Heliotrope
I=Indigo
J=Jonquil
K=Corn
L=Leather
M=Mandarin

N=Nile Green
O=Olive
P=Primrose
Q=Quaker Gray
R=Russet
S=Salmon
T=Terra-cotta
U=Buff
V=Violet
W=White
X=Robins Egg Blue
Y=Coffee
Z=Manila

All of the papers shown above are our Standard Covers.

Excepting Azure, Drab Gray, Primrose, New Brown and White, which are our Paradox Covers, and Heliotrope and Verd, which are Elite Covers.

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PAPER COLORS FOR ALPHABET

For the purpose of indicating Letters of the Alphabet through the use of Colors, the following list has been prepared, due care being given to the relative efficiency of each in the order named where more than One Color is mentioned.

A	Azure, Amber
B	Blue, Buff
C	Cherry, Canary, Café, Corn
D	Dove, Drab
E	Emerald
F	Fawn
G	Green, Gray
H	Heliotrope
I	Indigo, Ivory
J	Jonquil
K	Corn
L	Leather, Lavender
M	Mandarin, Melon
N	Nile Green
O	Olive
P	Primrose, Pink, Peach
Q	Quaker Gray
R	Russet
S	Salmon
T	Terra-cotta, Turquoise, Tea
U	Buff
V	Violet
W	White
X	Robins Egg Blue
Y	Coffee
Z	Manila

The List of Colors given above for use in indicating the letters of the Alphabet omits most of those often confused or which are too dark to be written upon. It is desirable to avoid the Colors named second, if possible, as they may confuse with others first named elsewhere in the list.

The favorite distinct Colors upon which to write are White, Buff, Blue, Canary, Green, and Manila.

When Colors have been scientifically applied to Office Forms and the employees instructed in certain usages of the forms, the habitual association of these Colors with the disposition of the forms is conducive to greater efficiency.

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CLINTON, MASS.
CHICAGO
BOSTON
NEW YORK
SAN FRANCISCO

CLINTON WIRE CL
INCORPORATED 185
WIRE CLOTHS, WELDE
NETTINGS, PERFORAT
BRANCH OFFICE
New

CLINTON, MASS.
CHICAGO
BOSTON
SAN FRANCISCO
NEW YORK

CLINTON WIRE CLOTH CO.
INCORPORATED 1856
WIRE CLOTHS, WELDED FABRICS,
NETTINGS, PERFORATED METALS
BRANCH OFFICE
Boston, Mass.

THIS PAPER IS
COUPON BON
BLUE—20 LB.

THIS
CO
OPA
INCO
WIRE CLOTH
NETTINGS, PERF
BRANCH OFFICE
Chicag

CLINTON, MASS.
CHICAGO
BOSTON
SAN FRANCISCO
NEW YORK

CLINTON WIRE CLOTH CO.
INCORPORATED 1856
WIRE CLOTHS, WELDED FABRICS,
NETTINGS, PERFORATED METALS.
MAIN OFFICE
Clinton, Mass.

THIS PAPER IS
COUPON BOND—UNGLAZED
WHITE—24 LB. FOLIO

THIS PAPER IS
COUPON BOND
BUFF—20 LB. FOLIO

Read page 3.

List of Selling Agents page 34.

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REGISTERED
TRADE-MARK
WATER-MARK

THE USE OF COLORED PAPER FOR BRANCH OFFICE STATIONERY

IN Large Concerns where the incoming mail is heavy, the use of a distinctive Color of Paper for the Stationery of each Branch Office has become a universal custom.

An Envelope of Distinctive Color for each Branch Office instantly signalizes the arrival of a communication,—automatically identifies it among a mass of mail,—thus affording an opportunity to give such correspondence immediate attention.

While an Envelope of Distinctive Color is used to identify the mail from a Branch Office, it is also the custom to have the Branch Office Letter Paper of the same Color, and the same Quality as the Envelope. This enables one to instantly identify a Branch Office Letter among other correspondence.

The use of Colored Writing Papers, with Envelopes to match, for Branch Office Stationery, greatly lightens office routine, and makes for higher Efficiency.

A White Paper is universally used for the Home Office, while for the Branch Offices the Colors are largely a matter of personal preference.

For example, while White is generally used for the Stationery of the Home Office, Buff might be used for Chicago Office; Blue for New York; Opaline for Boston; Café for St. Louis; Golden Rod for San Francisco; and so on, according to the number of offices established.

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VALUE OF COLORS IN UNIT ORDER SYSTEM

One of the most important Systems in the average business office is that of handling incoming Orders. A System which is acknowledged to be the simplest and most efficient is the Unit Order System.

The Unit Order System, as its name implies, utilizes sets of four or more forms or sheets of paper. To secure the best results from these forms, with the least possible labor, the sets must, of necessity, be composed of different Colored Sheets of Paper. The minimum number of sheets which can be used is four, and this rule applies not alone to an Order System, but likewise to a Requisition, Voucher, Telegram or Draft System.

It may be necessary to add the Fifth, Sixth, or even Seventh Unit; in fact, in some cases, Ten or Twelve Units are required to properly handle an Order.

To determine the number of units required, the four basic principles of the Unit System must be taken as the foundation so that the four operations necessary in entering an order may be taken care of automatically, then an analysis of the System to be handled must be made and for every actual operation necessary in that System another Unit must be added.

The Unit System is based upon but two principles: Elimination and Concentration; and it is through the application of these principles that it has been made the most vital of all Office Labor Systems.

By bringing Six, Eight, Ten or Twelve Units together, the various details of a transaction are concentrated so that complete records can be made with one operation, thereby eliminating a great deal of unnecessary work.

The simplest form of Unit Order is:

No. 1 Register
No. 2 Order
No. 3 Requisition
No. 4 Shipping Memorandum

The proper method of filing these slips, after they have served their purpose, is:

1st Numerically
2d Alphabetically
3d Territorially
4th Chronologically

The Color Classification for these Four Units should be as follows:

No. 1 White
No. 2 Pink
No. 3 Blue
No. 4 Golden Rod

Continued on Page 17

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Exhibit "A"

Read page 3.

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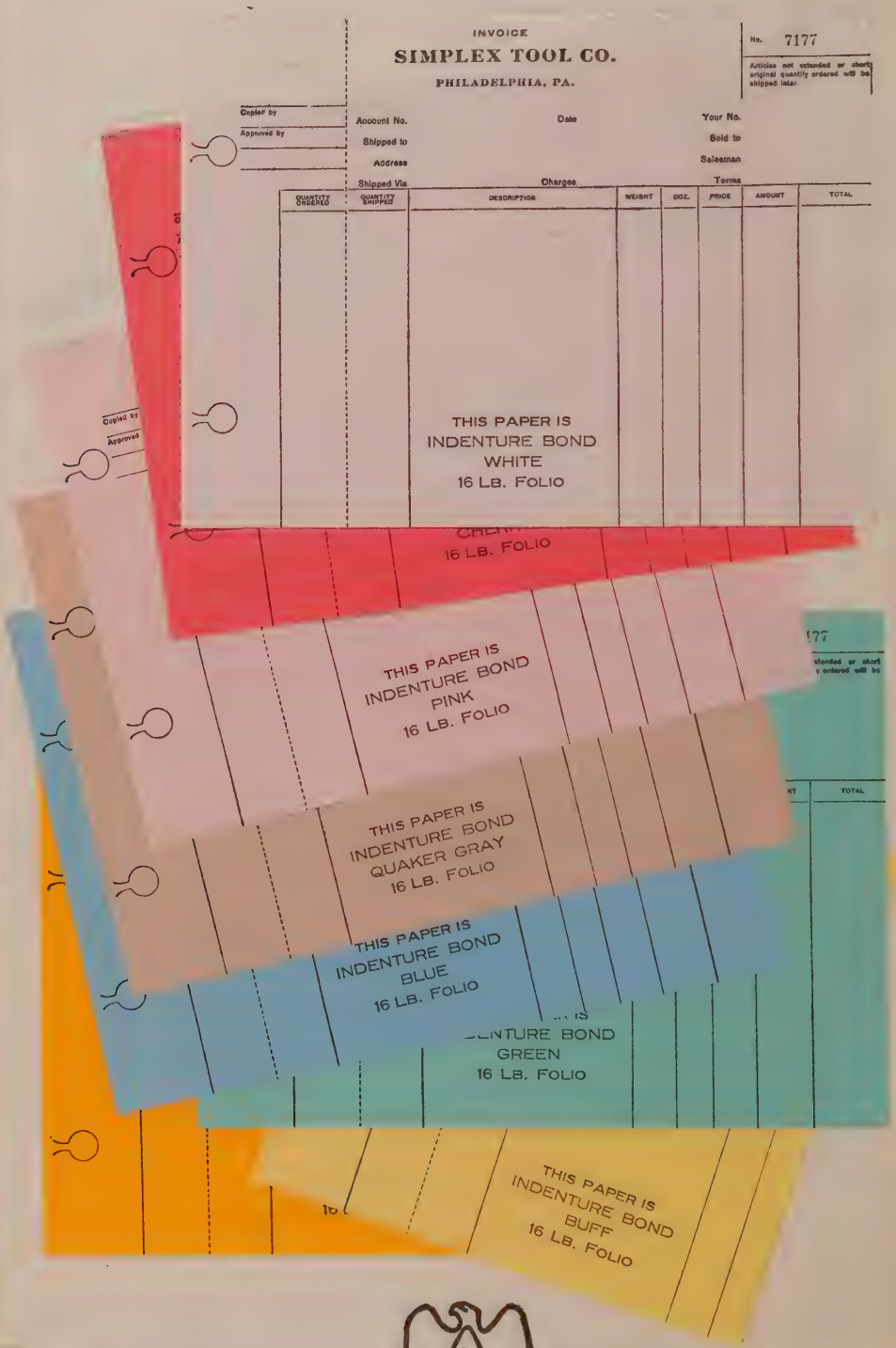
Exhibit "B"



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REGISTERED TRADE-MARK WATER-MARK

If it is desired to add a Fifth copy, to serve as an acknowledgment and acceptance of an order, a Buff Colored Paper should be selected; if an extra copy is desired for the credit man, a Cherry, while a Golden Rod should be used for a Packer's Ticket.

In collating a set of units preference is first given to their relative importance, and it may be advisable in some cases to have the Order Copy first and the requisition second; but in all cases first consideration must be given to the Four Essential Units, their handling and filing, after which attention may be given to the arrangement, so that the least important, or faintest carbon copy will be at the bottom and the most frequently used form at the top.

To illustrate. A set of Seven Units, scientifically designed, with Colors used to indicate their individual functions, is presented, showing the units arranged as follows:

See EXHIBIT "A"

No. 1,	Office copy register	White
No. 2,	Form combining four operations Driver's receipt Order for goods to be returned Notification to office of shipment Watchman's pass	Melon
No. 3,	Assembling requisition of stock record	Green
No. 4,	Charge or Credit Memorandum	Cherry
No. 5,	Salesman's Record	Blue
No. 6,	Home Office Record	Quaker Gray
No. 7,	Shipping Memorandum	Buff

Wherever a firm is dealing in staple goods it is possible, unless the back orders are exceptionally heavy, to make the Invoice at the same time orders are being made out. This would necessitate the arrangement of forms along the following lines:

See EXHIBIT "B"

No. 1,	Invoice	White
No. 2,	Sales Record	Cherry
No. 3,	Office Register	Pink
No. 4,	Acknowledgment of order	Quaker Gray
No. 5,	Salesman's Record	Blue
No. 6,	Warehouse order and Stock Requisition	Green
No. 7,	Shipping Memorandum	Buff
No. 8,	Packer's Check	Golden Rod

Continued on Next Page

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It will be noted that both the Charge or Credit Memorandum and the Sales Record (which is the copy receiving the credit man's attention) are Cherry, although in one case the copy comes fourth and in the other case second. There is a slight distinction in the office register because of the fact that the Bill or Invoice is White, consequently a color closely associated with White is selected, yet with enough color to prevent errors in handling or mailing, and to enable each of the two forms to retain its own individuality.

The Home Office Record (used by Branch Offices) and the acknowledgment or acceptance of order are both forms that are mailed out of the office and in both cases the Quaker Gray or Russet Paper has been selected.

The Salesman's Copy is Fifth in both sets illustrated, and Blue in color.

The Assembling Requisition, or the Warehouse Order, is No. 3 Copy in one set and No. 6 in the other. The Color, however, is the same, and both are used for the same purpose; i. e., packing up goods from stock or warehouse on order.

The Shipping Memorandum is Buff, which conforms to the established rule, as for a number of years the Yellow Shipping Memorandum has been more universally adopted and used by business concerns than any other color for this particular purpose.

The Packer's Ticket is Golden Rod, which is closely associated with Yellow, and this selection has been made because the two forms are sent to the Shipping Department.

The amount of time and effort to be saved in filing Colored Forms can hardly be computed. It is absolutely impossible to file a Salesman's Blue Report with the Green Stock Record, and a Buff Shipping Memorandum could not be filed in a binder with the Charge Memorandum or the Sales Record. If a form of a Different Color should be placed in a binder where it did not properly belong it would be evident that an employee had made an error in filing, and the error would soon be discovered.

The handling of various colored sheets becomes practically semi-automatic, and as a set of forms is prepared for use, each automatically takes its course according to its indicating color.

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UNIT TELEGRAM SYSTEM

In so simple a matter as the sending of a Telegram there are found to be practically four operations. For illustration: At present with many large business concerns the method used in sending a Telegram is something like this:

1st—Telegram is dictated and transcribed;
2d— Letter-press or carbon copy is taken;
3d— Letter confirming telegram is dictated, transcribed, and either press copy or carbon copy secured;
4th—Telegraph Co.'s bill is checked at the end of the month.

In writing letters confirming telegrams, not alone is work repeated, but errors in transcribing have often proved both annoying and costly.

Checking of the bill each month is often done from memorandums and items which cannot be recalled or checked back against the records in the correspondence files, but this method of checking back is oft-times costly on account of the time consumed.

If it so happens that one or two telegrams charged cannot be identified, it is necessary to call upon the telegraph company to furnish the necessary information.

In contrast to this annoying and cumbersome system, a set of four units is prepared. The four units are so designed and arranged as to be utilized for four purposes.

These four copies being written at one time, with one operation, must of necessity be identical, and a mistake upon one would show upon all copies. Disagreements as to interpretation are immediately met with at least two indisputable attestations of the facts,—the recipient of the "Confirmation" may compare it with the "message received" and if the message has been correctly transmitted, the copies are identical; but, if the original has been incorrectly transmitted, the "Confirmation", being a carbon copy of the original, detects the error and exonerates the sender in any case of dispute.

The Correspondence Copy eliminates the necessity of making a copy for the files through a separate operation, while the record office register copy provides an absolute check against the items of the account rendered monthly by the telegraph company.

This system of four copies is simplicity itself, and it is recommended in every case where four operations can be combined in one, as not alone is friction reduced but there is a saving in time and an increase in efficiency. Forms illustrating same are as follows:

See EXHIBIT "C"

Form No. 1	Telegram,	Canary
No. 2	Confirmation,	Blue
No. 3	Correspondence File Copy,	Pink
No. 4	Office Register,	White

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Exhibit "C"

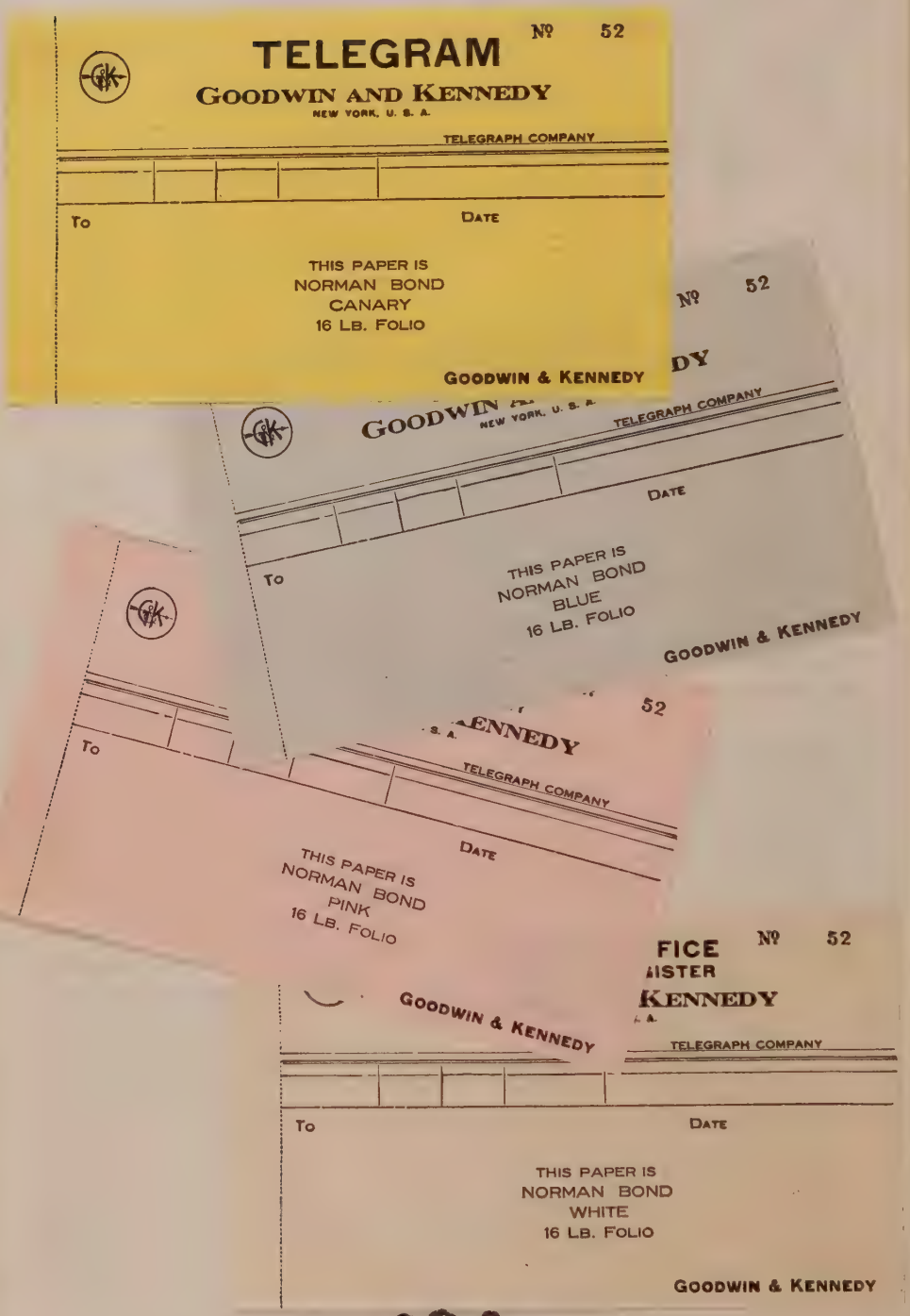

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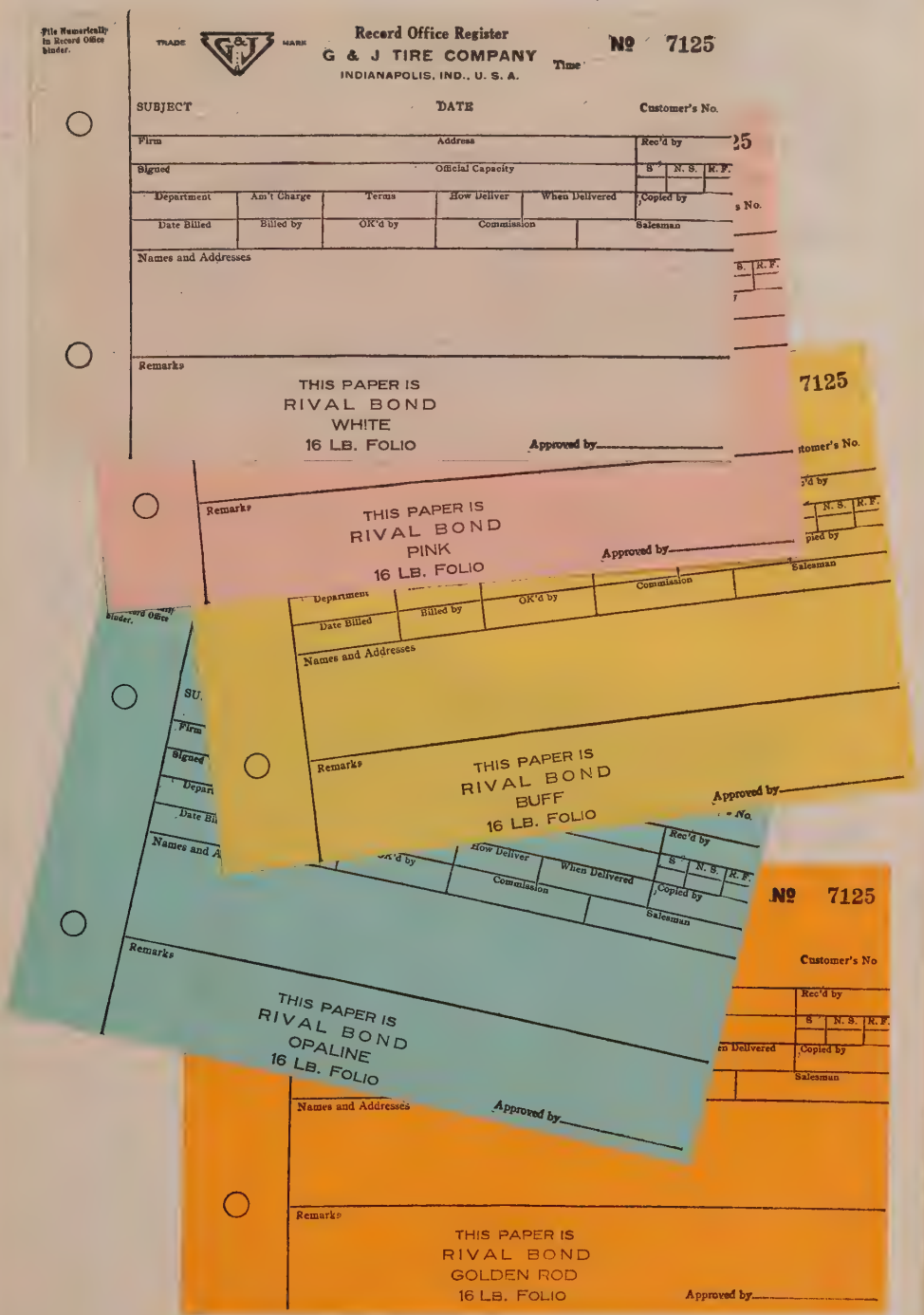
Exhibit "D"



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UNIT INQUIRY SYSTEM

In handling inquiries relating to different subjects, the Unit System can be applied and a great saving in time effected, as it is often found, upon analysis, that four elements have entered into the handling of subjects, or inquiries in connection with subjects, all of which must be considered and have attention before the transaction is complete.

A set of forms like the following has been found very efficient for handling inquiries:

See EXHIBIT "D"

No. 1	Register	White
No. 2	Correspondence Copy	Pink
No. 3	Salesman's Copy	Buff
No. 4	Subject Copy	Opaline
No. 5	Bookkeeper's Numerical Record	Golden Rod

The Fifth Copy is added to the Four Units for the purpose of securing an automatic check against the other departments. The Bookkeeper's Numerical Record differs from the Office Register Record in that the bookkeeper keeps the unfilled orders running numerically and, as filled, transfers them to the Filled Order File; then at the end of each month the serial numbers of the orders unfilled in the Bookkeeping Department are totalled and the Alphabetical Sales Book copies in the Order Department added together, with the result that the two combinations of figures must automatically agree, thereby furnishing absolute proof, without checking back over innumerable records, that each and every order handled during any current month has been properly filled and billed.

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UNIT REQUISITION SYSTEM

In operating a Requisition System, it is more efficient to make out the order for the goods in such a manner as to combine the following essential operations into one and secure a complete record of the transaction: (a) ordering the goods, (b) making a record of the goods received, (c) making a register or record of the goods ordered, (d) notifying the bookkeeper that the goods and bill have been received.

A properly designed requisition system would consist of four blanks as follows:

See EXHIBIT "E"

No. 1,	Requisition	Blue
No. 2,	Voucher Copy	Gray
No. 3,	Receiving Clerk's Copy	Golden Rod
No. 4,	Register Copy	Café

When it is decided to purchase goods, Four Copies are made at one writing. The requisition is approved by the party having authority to order goods, then Form No. 1 is mailed to the firm from which goods are ordered.

Form No. 2, the Voucher Copy, is Filed Alphabetically, according to the name of the firm from which the goods are ordered, i. e., the requisitions for all goods ordered from Brown & Company are filed together under "B"; all requisitions for supplies ordered from Jones are filed under "J", etc., etc.; consequently if any inquiries are made regarding an order in the hands of a certain firm the copies may be located upon a moment's notice, and all orders that have been placed with that firm which remain unfilled are found together. When bills are received from Jones or Brown it is easy to ascertain whether the goods have been received as ordered.

Copy No. 3 is Filed according to Classification, i. e., all envelopes ordered are filed under "E", all letterheads under "L", all desks under "D", etc., so that should any question arise immediate reference can be made to all envelope orders remaining unfilled, and as shipments or partial shipments are made, notations may be made upon the receiving clerk's copy regarding dates and quantities received.

Copy No. 4, the Register Copy, is Filed Numerically as soon as the order is made out, and all tracings, correspondence or telegrams can be guided by same.

Instead of sending a telegram containing description of the goods, the telegram would refer to requisition one-nine-three-nine.

Continued on Page 26

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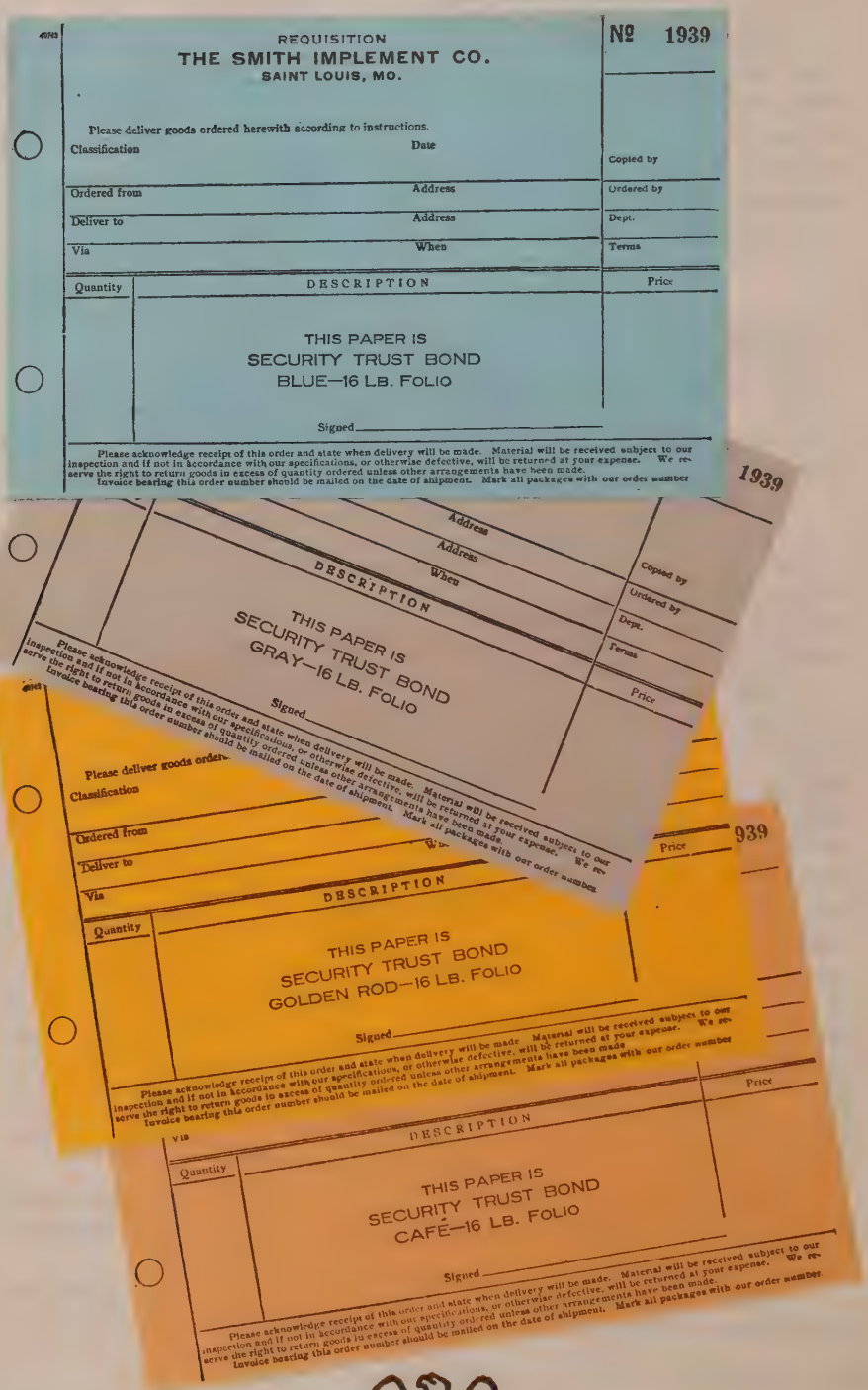
Exhibit "E"


REQUISITION
THE SMITH IMPLEMENT CO.
SAINT LOUIS, MO.
№ 1939
Please deliver goods ordered herewith according to instructions.
Classification
Date
Copied by
Ordered from
Address
Ordered by
Deliver to
Address
Dept.
Via
When
Terms
Quantity
DESCRIPTION
Price
THIS PAPER IS
SECURITY TRUST BOND
BLUE—16 LB. FOLIO
Signed
Please acknowledge receipt of this order and state when delivery will be made. Material will be received subject to our inspection and if not in accordance with our specifications, or otherwise defective, will be returned at your expense. We reserve the right to return goods in excess of quantity ordered unless other arrangements have been made.
Invoice bearing this order number should be mailed on the date of shipment. Mark all packages with our order number
THIS PAPER IS
SECURITY TRUST BOND
GRAY—16 LB. FOLIO
THIS PAPER IS
SECURITY TRUST BOND
GOLDEN ROD—16 LB. FOLIO
THIS PAPER IS
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CAFÉ—16 LB. FOLIO

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Exhibit "F"

Paine Lumber Co., Ltd.
Memphis, Tenn.

CHECK NO. 5156

PAY TO THE ORDER OF THE PAYEE INDICATED

the sum of $ Dollars Cents

Payee and Address

Date

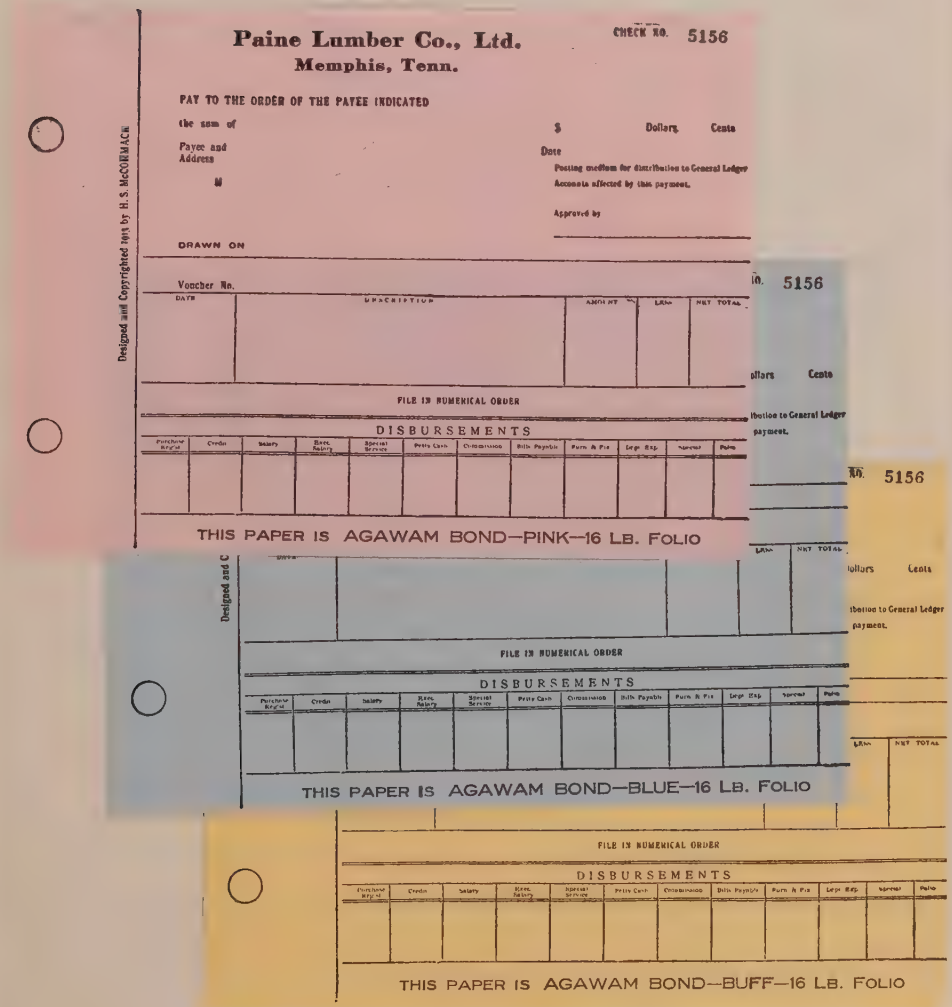
M

President-Treasurer

Secretary-Vice-President

DRAWN ON

THIS PAPER IS AGAWAM BOND
WHITE—24 LB. FOLIO—UNGLAZED



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REGISTERED
TRADE-MARK
WATER-MARK

Under this system no bill can be passed unless the voucher copy is picked up and sent forward to the Bookkeeping Department, thereby making it impossible for a duplicate bill for the same items to pass the receiving clerk, although the receiving clerk still retains No. 3 copy for reference; but No. 2 copy having been picked up, after shipment was complete, and having gone forward to the Bookkeeping Department, is an automatic signal that the Voucher Copy of the Requisition, bearing items covering goods received upon that particular order, has been passed for settlement.

This paper is COUPON BOND, REGISTERED TRADE-MARK WATER-MARK White, Glazed, 17x22—24 lb.

UNIT VOUCHER SYSTEM

See EXHIBIT "F"

It is no exaggeration to say that not less than one hundred thousand business concerns are using Voucher Systems, which, upon analysis, would be found to be very inefficient. A large majority of firms using vouchers are having from three to seven needless operations performed, principally through the fact that they do not know the value of Colored Sheets of Paper, or do not realize how the various operations could be brought together and through the medium of one set of forms be accomplished at one writing.

Not alone is it possible to make the Check and Voucher at one writing, but Voucher Cover can also be made at the same time.

The well-known Office Register has supplanted the Check-Book Stub, and what is possibly more important than anything else, a bookkeeper's distribution can be provided. The idea is that when one operation is required there should be brought together into one writing all of the necessary operations in connection with that transaction, and, as far as possible, repetition of work should be avoided.

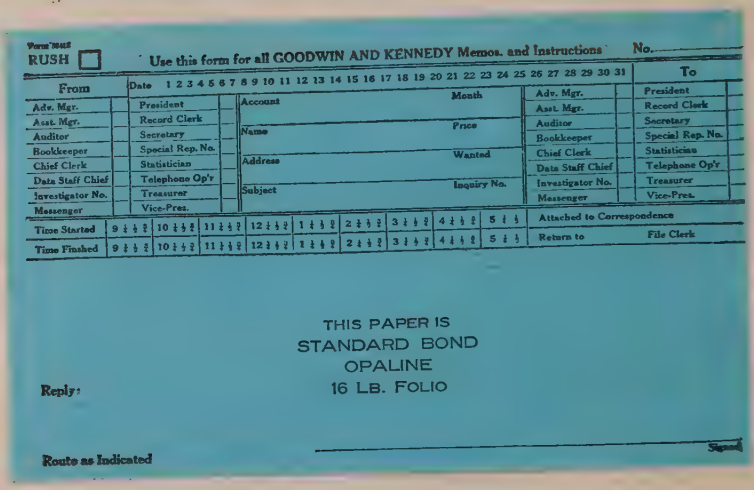
It should not be necessary to write the same name and the same amount, together with the same description, in two, three or four different places; neither is it necessary to have partial information on several different forms, thereby making it necessary in looking up a record to locate various parts of the transaction on several different records.

DISTINCTIVE COLORS NECESSARY

When several Unit Systems are used in the same organization, the combination of colors must, of necessity, be selected so that no set of colors or any one colored form become confused with another set or form used for a different process.

This paper is COUPON BOND, REGISTERED TRADE-MARK WATER-MARK White, Glazed, 17x22—24 lb.

Exhibit "G"


Form 3045
RUSH ☐ Use this form for all GOODWIN AND KENNEDY Memos. and Instructions No.

From	Date 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	To
Adv. Mgr.	President	Adv. Mgr.	President
Asst. Mgr.	Record Clerk	Asst. Mgr.	Record Clerk
Auditor	Secretary	Auditor	Secretary
Bookkeeper	Special Rep. No.	Bookkeeper	Special Rep. No.
Chief Clerk	Statistician	Chief Clerk	Statistician
Data Staff Chief	Telephone Op'r	Data Staff Chief	Telephone Op'r
Investigator No.	Treasurer	Investigator No.	Treasurer
Messenger	Vice-Pres.	Messenger	Vice-Pres.

Account Month
Name Price
Address Wanted
Subject Inquiry No.

Attached to Correspondence
Return to File Clerk

	9	10	11	12	1	2	3	4	5
Time Started									
Time Finished									

THIS PAPER IS
STANDARD BOND
OPALINE
16 LB. FOLIO

Reply:

Route as Indicated

Signed

INTER-DEPARTMENT MEMO. FORM.

For Inter-Department Memorandums the preference is to use a Bright Cherry paper in order to distinguish the Inter-Department Communication from all other matter received. An Inter-Office Memorandum Form of a bright indicative color can be attached to other correspondence and routed through departments, the form becoming an automatic signal indicating that such papers need immediate attention. If White Paper is used for Inter-Department Forms, they cannot be easily distinguished, and when attached to correspondence which needs the attention of several heads of departments or employees, the form does not attract attention, consequently there may be delay in handling the matter.

The form exhibited eliminates many operations, and through its use a great deal of time is saved. Officials or department heads are only required to place two check-marks upon a form to insure its delivery from them to the party indicated. If important, the date may be indicated by a check; if rush, the hour the message is started can likewise be indicated, also the finishing time.

After it has received attention from one, it may be routed to the Second, Third, Fourth, or Fifth, etc., by the party indicated second, third, fourth or fifth in the box opposite the title; or, the person originating the message can designate its route throughout by placing in the boxes consecutive numerals showing the order in which the various persons indicated are to receive it. Thus one simple form, with a single message or instruction, may have the attention and "O. K." of all interested.

In Insurance Companies and similar organizations, where it is found necessary to forward papers from one department to another, perforated envelopes are supplied, and papers which are to be forwarded to another department are placed in a colored envelope, the perforations showing that papers are in the envelope, while the color indicates the department to which the papers are to go.

Read page 3.

List of Selling Agents page 34.

This paper is COUPON BOND, REGISTERED TRADE-MARK WATER-MARK White, Glazed, 17x22—24 lb.

Exhibit "H"

FILING SYSTEMS

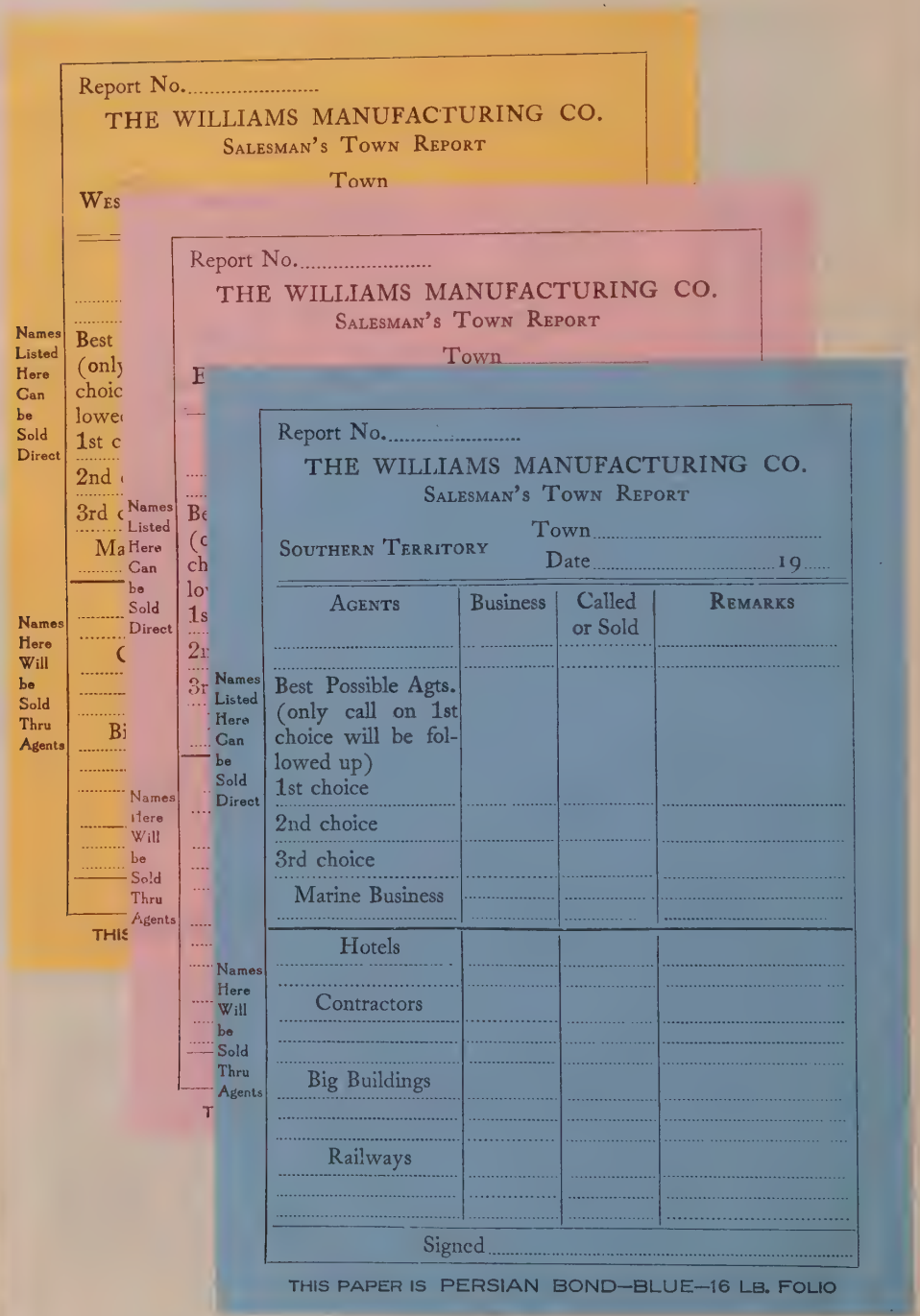
The Color Plan is used very effectively in many concerns for handling carbon copies of correspondence. (See EXHIBIT "H"). In preference to taking carbon copies on inexpensive White Paper, a Canary colored paper is used, thus the Canary sheet is immediately recognized as a carbon copy. In some organizations it is desirable to distinguish the correspondence of one department from that of another, and inexpensive paper of other tints is used, with the result that in tracing correspondence, or looking up records, the work of the employees is greatly simplified.

Read page 3.

List of Selling Agents page 34.

This paper is COUPON BOND, REGISTERED TRADE-MARK WATER-MARK White, Glazed, 17x22—24 lb.

Exhibit "I"



Read page 3.

List of Selling Agents page 34.

This paper is COUPON BOND, REGISTERED TRADE-MARK WATER-MARK White, Glazed, 17x22—24 lb.

SALESMEN'S REPORTS AND RECORDS

Great care and attention should be given blanks used for Salesmen's Records and Reports. (See EXHIBIT "I").

In many offices very little, if any, attention is given to this very important detail, and the result is that the mail often contains several different forms of practically the same size and color and these must be sorted.

Each Salesman's Blank should be of a color which would make the handling of it, so far as distribution is concerned, entirely automatic. The forms should eventually be filed wherever practical for the purpose of securing and preserving records of any salesman's work.

It is often found that time spent in collating valuable data in reference to territories could be greatly minimized if the blanks or reports used by salesmen were of colored sheets and filed in such a manner as to supply statistical records or other data invaluable to a sales manager.

This paper is COUPON BOND,

White, Glazed, 17x22—24 lb.

CLASSIFICATION AND IDENTIFICATION OF ADVERTISING MATTER

Some concerns who send out monthly bulletins utilize a series of Six colors, which they alternate, as follows: (See EXHIBIT "J").

January	July
February	August
March	September
April	October
May	November
June	December

This is done so that salesmen will not confuse one set of instructions, or one month's notices, with another.

Some firms use Loose-Leaf Catalogues with colored inserts. For illustration: if the body of their catalogue is composed of white leaves, some special line of goods is indicated by Canary Inserts; another division is indicated by Blue Inserts.

Advertising Matter can be designated and identified readily through the use of Colors. This is especially true where there is a great mass of Advertising Matter, Circulars, Booklets, etc. Through the efficient use of Colored Papers, based upon a careful study of the subject, the entire handling of Advertising Matter can be simplified and expedited from the time it is received from the printer to the time it is placed in the mail.

This paper is COUPON BOND, REGISTERED TRADE-MARK WATER-MARK White, Glazed, 17x22—24 lb.

Exhibit "J"

The exhibits are made of
Hurculean Covers—Antique
22½ x 28½—70 lb.

Stepped in the order shown
Colonial Buff, Cadet Blue, Olive Green,
Golden Brown, Coffee, Ash Gray.

This paper is COUPON BOND,

REGISTERED
TRADE-MARK
WATER-MARK

White, Glazed, 17x22—24 lb.

SELLING AGENTS FOR NINE Trade-Mark "EAGLE A" Water-Marked BOND PAPERS

SHOWN IN THIS BOOK.

The numbers opposite the names denote papers handled by the respective Agents.
Example: Albany, N. Y., Hudson Valley Paper Co., carry in stock, Agawam, Coupon, and Persian Bonds.

SELLING AGENTS		Agawam 1	Coupon 2	Indenture 3	Norman 4	Persian 5	Revenue 6	Rival 7	Security Trust 8	Standard 9
Albany, N.Y.	Hudson Valley Paper Co.	1	2	..	..	5	..	..	..	..
Allentown, Pa.	J. A. Rupp Paper Co.	..	..	..	..	5	..	..	..	..
Atlanta, Ga.	The S. P. Richards Co.	..	2	..	..	..	6	..	..	..
Baltimore, Md.	Charles W. Beers & Co.	..	2	..	..	..	6	..	..	..
"	Dobler & Mudge	1	..	..	..	5	..	..	..	..
"	J. Francis Hock & Co.	..	..	..	4	..	..	..	8	..
"	O. F. H. Warner & Co.	..	..	3	..	..	..	7	..	..
Binghamton, N.Y.	Walter R. Miller & Co.	1	..	..	..	..	..	..	..	..
Boston, Mass.	Arnold-Roberts Co.	..	..	..	..	5	..	..	8	..
"	John Carter & Co., Inc.	1	..	..	..	..	6	..	..	..
"	Carter, Rice & Co.	..	2	..	..	..	..	..	..	..
"	W. H. Claflin & Co.	..	..	..	..	5	..	..	..	..
"	Cook-Vivian Co.	..	..	3	4	..	..	..	..	..
"	W. C. Dodge Paper Co.	..	..	..	..	..	..	..	..	9
"	Charles S. Proctor	..	..	..	..	..	..	..	..	..
"	A. Storrs & Bement Co.	..	..	..	..	..	..	7	..	..
Brooklyn, N.Y.	A. Price	..	..	..	..	..	6	..	..	..
Buffalo, N.Y.	The Alling & Cory Co.	..	2	3	..	5	..	..	..	..
"	Courier Co. of Buffalo	..	..	..	..	5	..	..	..	..
"	Gebhard Paper Co.	..	..	..	..	..	..	7	..	..
"	R. H. Thompson Co.	1	..	..	..	..	..	..	..	..
Chicago, Ill.	J. W. Butler Paper Co.	1	..	..	..	..	..	..	..	..
"	W. D. Messinger & Co.	..	..	..	..	5	..	..	..	..
"	Moser Paper Co.	..	2	..	..	..	..	..	..	..
"	Bradner Smith & Co.	..	..	..	..	..	..	..	..	..
Cincinnati, Ohio	The Chatfield & Woods Co.	..	2	..	..	5	..	..	..	..
Cleveland, Ohio	The Cleveland Paper Mfg. Co.	..	2	3	..	..	..	..	..	..
"	Petrequin Paper Co.	1	..	..	..	..	..	..	..	..
"	The Union Paper & Twine Co.	..	..	..	..	5	..	..	..	..
Columbus, Ohio	The Central Ohio Paper Co.	..	2	..	..	..	..	..	..	..
Cumberland, Md.	Tri-State Paper Co.	..	..	..	..	5	..	..	..	..
Denver, Colo.	Carter, Rice & Carpenter Paper Co.	..	2	..	..	..	..	..	..	..
Des Moines, Ia.	Pratt Paper Co.	..	2	..	..	..	..	..	..	..
Detroit, Mich.	Beecher, Peck & Lewis	..	2	..	..	..	..	..	..	..
"	Chope-Stevens Paper Co.	..	..	..	..	5	..	..	..	..
"	The Union Paper and Twine Co.	1	..	..	..	..	..	..	..	..
Hagerstown, Md.	Antietam Paper Co.	1	..	..	..	5	..	7	..	..
Hamilton, Ont.	Buntin, Gillies & Co., Ltd.	1	..	..	..	..	..	..	..	..
Harrisburg, Pa.	Donaldson Paper Co.	1	..	..	..	..	..	..	..	..
"	Johnston Paper Co.	..	2	3	..	5	..	7	..	..
Hartford, Conn.	The E. Tucker Sons Co.	1	2	..	4	5	6	..	..	..
Holyoke, Mass	Plymouth Paper Co.	1	2	..	4	5	6	7	..	..
Indianapolis, Ind.	Crescent Paper Co.	..	2	..	..	..	..	..	..	..
"	Indiana Paper Co.	1	..	..	..	5	..	..	..	..
Kansas City, Mo.	Graham Paper Co.	..	2	..	..	..	..	..	..	..
Lansing, Mich.	The Dudley Paper Co.	..	2	..	..	..	..	..	..	..
Lewiston, Me.	Berry Paper Co.	..	..	..	..	5	6	..	..	..
Los Angeles, Cal.	Zellerbach Paper Co.	..	2	..	..	..	..	..	..	9
Milwaukee, Wis.	Standard Paper Co.	1	..	..	..	..	..	..	..	..
Minneapolis, Minn.	McClellan Paper Co.	..	..	..	..	5	..	..	..	..

REGISTERED TRADE-MARK

This paper is COUPON BOND, White, Glazed, 17x22—24 lb.

SELLING AGENTS		Agawam 1	Coupon 2	Indenture 3	Norman 4	Persian 5	Revenue 6	Rival 7	Security Trust 8	Standard 9
Minneapolis, Minn.	Minneapolis Paper Co.	..	2	..	..	..	..	..	..	..
"	Paper Supply Co.	..	..	3	..	..	..	..	..	..
Montreal, Que.	Howard Smith Paper Co., Ltd.	..	2	..	..	..	..	..	..	..
"	McFarlane, Son & Hodgson, Ltd.	..	..	..	..	..	..	7	..	..
Nashville, Tenn.	Graham Paper Co.	..	2	..	..	..	..	..	..	..
New Haven, Conn.	New Haven Paper Co.	..	2	..	4	5	..	..	..	9
New Orleans, La.	Julius Meyer	..	..	..	..	..	..	..	..	..
"	E. C. Palmer & Co., Ltd.	1	2	..	..	5	..	..	..	..
New York, N. Y.	Canfield Paper Co.	..	..	..	..	..	..	..	8	..
"	Clement & Stockwell	..	..	3	..	..	6	..	..	..
"	F. A. Flinn, Inc.	..	..	..	..	..	..	7	..	..
"	W. D. Harper	..	..	..	4	..	..	..	..	..
"	Lasher & Lathrop, Inc.	..	..	..	..	..	..	..	..	9
"	Miller & Wright Paper Co.	1	2	..	..	5	..	..	..	..
"	John F. Sarle	..	2	..	..	..	..	..	..	..
Norfolk Va.	Old Dominion Paper Co.	..	2	..	..	..	..	..	..	..
Oakland, Cal.	Zellerbach Paper Co.	..	2	..	..	..	..	..	..	..
Philadelphia, Pa.	Garrett-Buchanan Co.	..	2	..	..	..	..	..	..	..
"	R. P. Molten & Co.	1	..	..	..	..	..	..	..	..
"	Thomas W. Price Co.	..	..	..	..	5	..	7	..	..
Pittsburgh, Pa.	The Alling & Cory Co.	1	2	3	..	..	6	..	..	..
"	The Chatfield & Woods Co.	..	..	..	..	5	..	..	..	..
Portland, Me.	C. M. Rice Paper Co.	1	2	..	..	5	..	..	..	..
"	C. H. Robinson Co.	..	..	..	..	..	..	..	8	..
Portland, Ore.	Blake-McFall Co.	..	..	..	..	..	..	7	..	..
"	Pacific Paper Co.	..	2	..	..	..	..	..	..	..
Providence, R. I.	R. L. Greene Paper Co.	..	..	..	..	5	6	..	..	..
Pueblo, Colo.	Hyde Paper Co.	..	2	..	..	..	..	..	..	..
Reading, Pa.	M. J. Earl	..	..	..	..	..	..	7	..	9
Richmond, Va.	Anderson-Wilson Paper Co.	..	2	..	4	..	..	..	..	..
"	Richmond Paper Mfg. Co.	..	..	..	..	5	..	..	..	..
"	Southern Paper Co., Inc.	..	..	..	..	..	6	..	..	..
"	B. W. Wilson Paper Co.	..	..	..	..	..	..	..	..	9
Roanoke, Va.	Caldwell-Sites Co.	..	..	..	4	..	..	..	..	.
Rochester, N. Y.	The Alling & Cory Co.	1	2	3	..	5	..	..	..	..
"	R. M. Myers & Co.	..	..	..	..	..	..	7	..	..
St. Louis, Mo.	Graham Paper Co.	1	2	..	..	..	..	..	..	..
St. Paul, Minn.	Wright, Barrett & Stilwell Co.	..	2	..	..	..	..	..	..	..
Salt Lake City, Utah	Lambert Paper Co.	..	2	..	..	..	..	..	..	..
San Francisco, Cal.	Blake, Moffitt & Towne	..	..	..	4	..	..	..	..	..
"	Bonestell & Co.	1	..	..	..	..	..	..	..	..
"	Zellerbach Paper Co.	..	2	..	..	..	..	..	..	9
Savannah, Ga.	M. S. & D. A. Byck Co.	..	2	..	..	..	..	..	..	..
Scranton, Pa.	Megargee Brothers	..	2	..	4	..	6	..	..	..
Seattle, Wash.	Richmond Paper Co.	..	2	..	..	..	..	..	..	..
"	J. W. Fales Paper Co.	..	..	..	..	..	..	7	..	..
Spokane, Wash.	John W. Graham & Co.	..	2	..	..	..	..	..	8	..
Springfield.	H. W. Carter Paper Co.	..	..	..	..	..	..	7	..	..
Syracuse, N. Y.	J. & F. B. Garrett Co.	..	2	..	..	5	..	..	..	..
Tacoma, Wash.	Standard Paper Co.	..	2	..	..	5	..	..	..	..
"	J. W. Fales Paper Co.	..	..	..	..	..	..	7	..	..
Toronto, Ont.	The Brown Bros., Ltd.	..	2	..	..	..	..	..	..	..
"	Buntin-Reid Co.	..	..	3	..	..	..	7	..	..
Troy, N. Y.	Troy Paper Co.	..	2	..	..	5	..	..	..	..
Vancouver, B. C.	Smith, Davidson & Wright, Ltd.	..	..	..	4	..	6	..	..	..
"	Columbia Paper Co.	..	2	..	..	..	..	..	..	..
Washington, D.C.	R. P. Andrews Paper Co.	..	2	..	..	5	..	..	..	..
"	Mathers Lamm Paper Co.	..	..	3	..	..	..	..	..	..
"	Stockett-Fiske Co.	..	..	..	..	..	..	..	..	..
Winnipeg, Man.	Clark Bros. & Co., Ltd.	..	..	..	..	..	6	..	..	..
"	Richardson & Bishop, Ltd.	..	2	..	..	..	..	7	..	..

This paper is COUPON BOND, REGISTERED TRADE-MARK WATER-MARK White, Glazed, 17x22—24 lb.

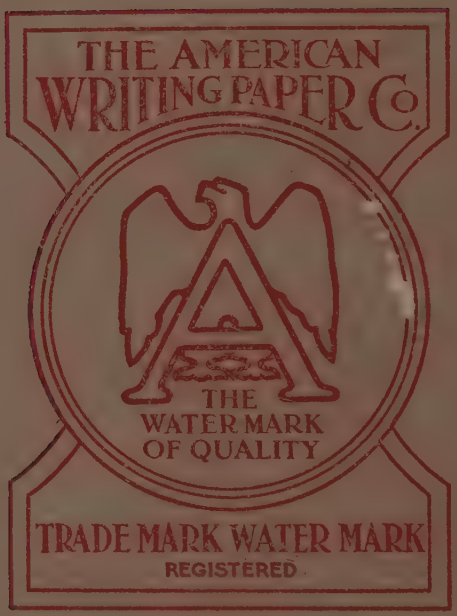
This paper is COUPON BOND, REGISTERED TRADE-MARK WATER-MARK White, Glazed, 17x22—24 lb.

The Papers used for the Bond Paper Exhibits in this book, aside from their appropriateness of Colors, were selected because of their adaptability and efficiency for the purposes designated.

REGISTERED

TRADE-MARK

WATER-MARK



This paper is our Herculean Cover, Ash Gray, Antique Finish, 22½ x 28½—120

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Colored writing papers and thei1913
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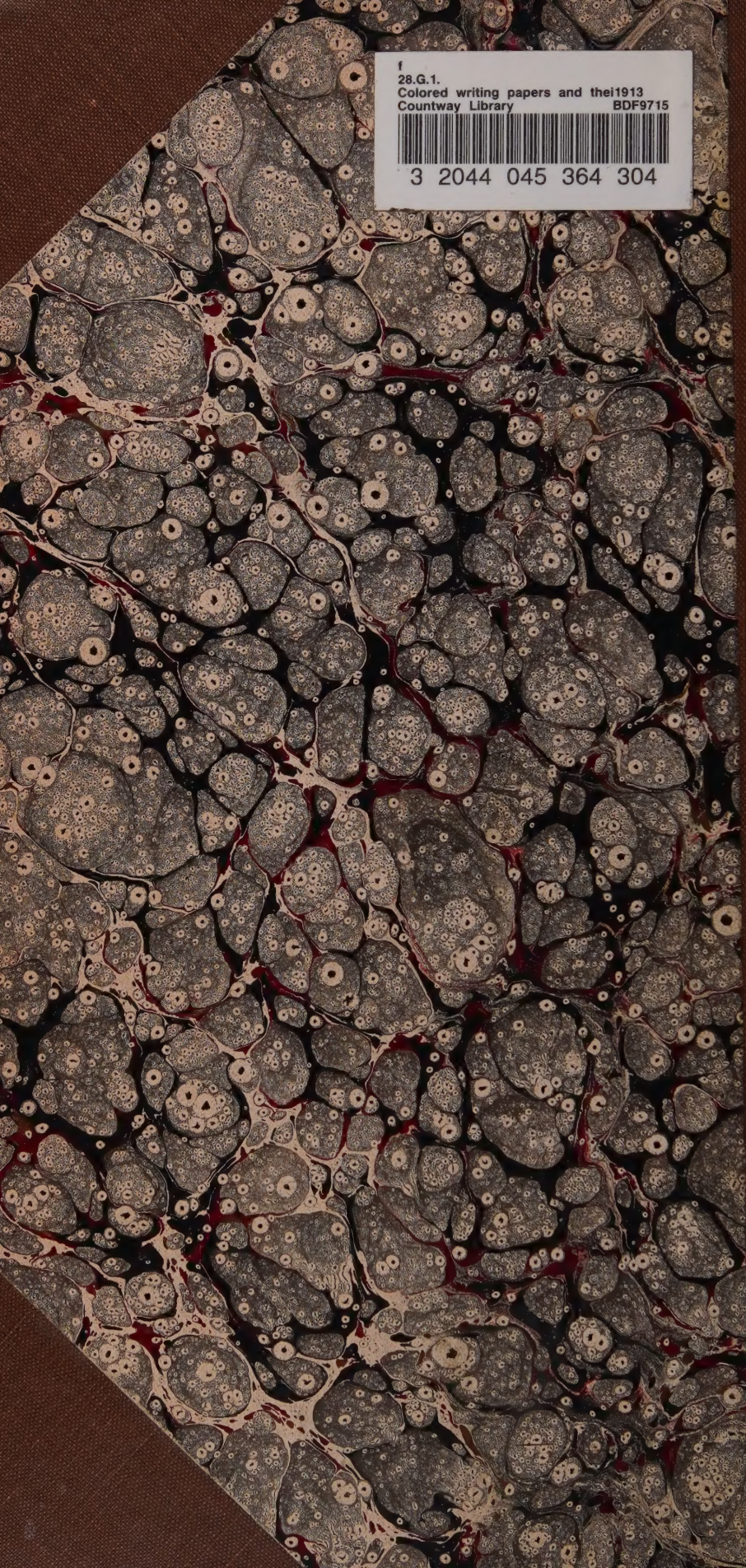
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Colored writing papers and thei1913
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